sgr011/ccd
2/7/97

Please use the following information to determine the number of cigarette/tobacco store promotional displays (see attachment for illustration) you will need for 1997. Display serves the following purposes:

First Priority - Promotional platform for DORAL quarterly carton promotions. (WINSTON may also be included.)

- Offers Field ability to merchandise DORAL carton promotions in multiple configurations making it easier to obtain placement in stores.
- "Cuts through clutter" giving promotion high visibility and creates "big brand" presence for DORAL.
- Draws consumer's attention to fact that DORAL is doing something new in-store.

Second Priority - Cigarette/tobacco store contractual promotional display.

- Serves as supplemental display creating promotional look for DORAL ceiling strategy discounted cartons.
- Serves as supplemental display for full-price carton promotions or gap and accrual discounted cartons.

Region: NEW YORK METRO - 1200

Number of Displays Requested: 10

Return to your Area Manager of Operations by Monday, March 10, 1997.

51851 5800

3/7/97

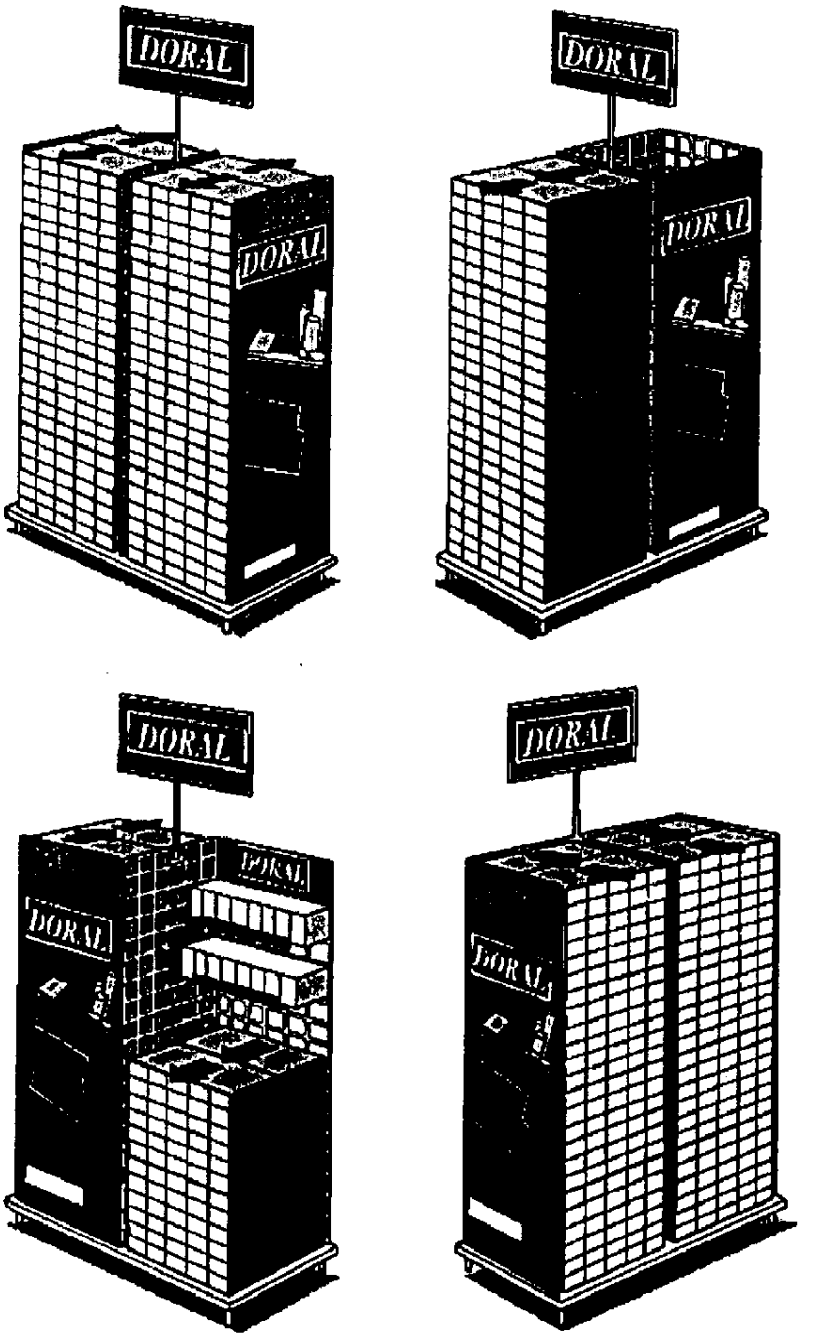
R.J. Reynolds Tobacco Company

To: DON FITZGERALD	# of pages > 1
Co.	From: R. J. O'ROURKE NY METRO REGION OPS
Dept. NESA	Phone # (908) 225-3765
Fax #	Fax # (908) 417-9076

FAXED 3/7/97

Source: https://www.industrydocuments.ucsf.edu/docs/frpn0000

Cigarette/Tobacco Promotion Display (2' x 4')



Display offers multiple merchandising configurations.

- Shops from 1, 2, 3 or 4 sides.
- Displays cartons in half cases.
- System III trays can be attached to display pack promotions (trays not included with display).
- May be utilized for 2 brands if needed.
- May be used in future as sign-up area for name generation programs.

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Source: https://www.industrydocuments.ucsf.edu/docs/frpn0000